

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 /018 W

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R 231840Z JAN 76

FM AMEMBASSY LA PAZ

TO SECSTATE WASHDC 9422

UNCLAS LA PAZ 0674

E.O. 11652: N/A

TAGS: BEXP, BL

SUBJECT: PARTICIPATION IN 1976 SANTA CRUZ FAIR

REF: (A) 75 LA PAZ A-137; (B) 75 STATE 294217

1. THOUGH OUR REQUEST DID NOT FALL INTO GUIDELINES FOR COMMERCIAL PRESENCE FAIR, WE ARE OF THE OPINION THAT OUR REQUEST SHOULD BE RECONSIDERED.

2. BOLIVIA IS ONLY NOW STARTING TO DEVELOP ITS INDUSTRIES. THERE ARE A FEW LARGE FIRMS ACTING AS REPRESENTATIVES AND THE BALANCE ARE SMALL AND WITH MINIMUM AMOUNT OF FINANCIAL RESOURCES. COMATT HAS SPENT TWO YEARS IN DEVELOPING BOLIVIAN FIRMS TO ACCEPT REPRESENTATIVES FROM U.S. FIRMS. THIS ACTIVITY IS CONCENTRATED IN CONJUNCTION WITH NEW AND EXISTING BOLIVIAN FIRMS TO INTRODUCE NEW PRODUCTS AND NEW TO MARKET U.S. FIRMS. WE ARE OF THE OPINION THAT WE HAVE MADE A "DENT" IN HAVING MORE U.S. FIRMS ACCEPTED BY BOLIVIAN COMPANIES.

3. IN FOLLOWING THE GUIDE LINES OF THE COMMERCIAL PRESENCE FAIR, WE WOULD NOT ACCOMPLISH A GREAT DEAL IN THAT MAJOR U.S. PRODUCTS SUCH AS CATERPILLAR WILL BE REPRESENTED BY LOCAL DISTRIBUTOR WITHIN THEIR OWN EXHIBITS. THEY DO NOT SEEK OUR ASSISTANCE. WE HAVE ASKED.

4. WHAT WE NEED TO DO IS TO INTRODUCE MORE NEW-TO-MARKET U.S. FIRMS TO THIS EXPANDING MARKET. THIS IS WHY OUR REQUEST WAS BASED ON HAVING AN EMBASSY STAND, MANNED BY THE ECONOMIC/

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COMMERCIAL SECTION, OFFERING THEIR SERVICES AND PROMOTING A

CATALOG SHOW.

5. ACTION REQUESTED: THE FUNDS WE HAVE REQUESTED ARE NOT
LARGE. WE ARE OF THE OPINION THAT WE CAN ASSIST MORE NEW-
TO-MARKET U.S. FIRMS IF WE RECEIVE FUNDS TO PROMOTE THEIR
MARKET OBJECTIVES AT SANTA CRUZ FAIR. PLEASE RECONSIDER OUR
REQUEST AND ADVISE.
STEDMAN

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NNN

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